



# Who Am I

Higher Things Conferences 2024

## Exhibitor Information

# Who Am I

2024 Higher Things Conferences

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## CONTACT US

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### Higher Things Exhibitor Staff

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### Patrick Sturdivant

Development Executive

“Behold, I have engraved you on the palms of my hands.” (Isaiah 49:16a)

Identity.

More than what you want to be when you grow up. More than what's expected of you. What do you see when you look in the mirror? What gives you value? What makes you "you"? Dealing with insecurity, anxiety, and self-hate is hard enough before the pressures of the world, the pressures of your family, your own hopes and wants and dreams, and even the pressures of the church make this question debilitating.

So Jesus baptizes you. Your identity is here. A child of God. It gives shape to the rest. It gives shape to your role as a man, a woman. It gives promise to your vocation. It even gives answer to your sin. You don't identify by that anymore. Not by what you've done. By what's been done for you.

Who am I? A Christian. You're found in the wounds of the Savior. Your identity starts there.

Join us in 2024 for Who am I.



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## Site Information

### Wisconsin

Dates: June 25-28, 2024

Conference location: Concordia University Wisconsin - Mequon, WI

Table size: 6' or 8'

Attendee capacity: 1000

### Arkansas

Dates: July 16-19, 2024

Conference location: University of the Ozarks - Clarksville, AR

Table size: 6' or 8'

Attendee capacity: 700

### Oregon

Dates: July 23-26, 2024

Conference location: Lewis and Clark College - Portland, OR

Table size: 6' or 8'

Attendee capacity: 500

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## Exhibitor FAQ

### **How Do I register to be an exhibitor?**

You can register by visiting our website at [www.whoami24.org](http://www.whoami24.org) and going to the Exhibitor Page. Email [exhibitors@higherthings.org](mailto:exhibitors@higherthings.org) for help registering or with any registration questions.

### **What is included with Exhibitor Registration?**

Exhibitor registration includes one 6' or 8 ft table, one complimentary pre-plenary slide show ad (displayed before plenary and on the Development table TV), and one complimentary welcome video.

Your exhibitor table is your key to hundreds of potential interactions with our attendees. Youth, Young Adults, Parents, Pastors, and other church workers all attend our conferences. It's a great opportunity to network and to build relationships that will impact your organization for years to come.

### **When should I plan to set up?**

You're welcome to set up any time after 9:00 AM on Tuesday of the conference week. Each conference starts with the opening Divine Service at 2:00 PM. on the first conference day.

### **When should I plan to tear down?**

The conference ends with the closing Divine Service on Friday, which concludes by 3:00 PM. Please plan to tear down and have all of your materials out of the exhibitor space no later than 5:00 PM. on Friday. We encourage all exhibitors to stay throughout the duration of the conference. Many attendees visit the booths one last time before the closing service and this is a great opportunity to build a few more relationships.

### **Are there set exhibitor hours?**

No. You're welcome to come and go from your table during the day as you'd like. We encourage you to be available throughout passing times and during passing times and meals. The more available you are, the more potential connections you will have with our attendees.

### **When are good times to exhibit?**

This largely depends on the table location at each site. If tables are located by the chapel area, good times to exhibit are typically before/after worship services; if plenary, before/after plenary sessions, etc. A sample conference schedule is provided on page 10. Check with the conference staff of your location to figure out when the best time to be available is.

### **Can I follow the conference schedule with the attendees?**

Absolutely! You are encouraged to follow the conference schedule and attend worship and breakaways with conference attendees, meet people during meals, and hang out with them during free time too.



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The attendees aren't just there for HT... They are your future students, volunteers, donors and supporters. You can follow as much or as little of the conference schedule as you'd like.

### **What makes a successful HT exhibition?**

Exhibiting at Higher Things isn't like your normal conference! Rather than have dedicated hours for exhibiting (often times early in the morning, or blocked against a competing event) we allow attendees to visit the exhibitors at their convenience. The more availability you have during passing periods, free time, meal times and before/after major tent poles of the schedule - the more interactions you will have. We encourage you to also submit the complimentary pre-plenary ads and welcome videos, so that the youth in attendance are aware of your attendance, and can associate a face to an organization!

### **Do you allow give-aways?**

Yes! Give-aways are a great way to spark a conversation with one of our attendees. Run a raffle! Give away some candy, some branded flip-flops, or maybe even a handy multi-tool. Giveaways are typically always successful. Please confer with us prior to making your purchase so that we can work together to make sure that no one buys the same items!

### **How is the exhibitor table location determined?**

Location is largely contingent on what can be worked with at each specific conference site. Every effort is made to place exhibitors in the best possible location to give them the most walk-by traffic throughout the week.

### **Is transportation provided to/from conference sites?**

No. You are responsible for your own transportation. More information on parking passes (if needed) will be provided closer to the conferences.

### **Will I be walking a lot?**

Most likely. College campuses are generally spread out, so plan to walk a fair amount whether from a parking lot to your exhibit table, or from your exhibit table to other conference activities.

### **Is my registration refundable?**

Refunds will be considered on a case-by-case basis. If you cancel your exhibiting plans after May 1, you will still be responsible for your entire registration balance.

### **Can I teach a breakaway session?**

Possibly. Breakaway teachers are chosen from LCMS pastors, deaconesses, DCE's, and lay members of LCMS congregations in good standing who are already registered for a conference. You must first be registered for a conference in order to be considered to teach. All Teachers must be comfortable communicating with youth, and they should try to prepare for their sessions in such a way that will help teenagers faithfully live out the vocations unique to their stations in life. Submission will begin February 1st, 2024. If you wish to teach, and are registered before March 31, 2024, you will automatically get an email inviting you on February 1st.. If you register after February 1, please contact us at

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[exhibitors@higherthings.org](mailto:exhibitors@higherthings.org) and we will send you an invitation. The deadline for applying to teach is April 15th.

### **Why should I exhibit?**

Higher Things conferences offer an opportunity for our exhibitors to form bonds and relationships with the people they encounter. Oftentimes youth will return to a booth over and over again to continue the dialogue started days earlier, or to touch base with someone they met years previous. As mentioned previously - these bonds are what turn attendees into the next Concordia student, the next RSO donor and volunteer, or the next church worker.

## Housing and Meals

### **Do I have to stay on campus?**

Exhibitors are welcome to stay on campus or make your own off-site accommodations. Your choice! If staying on campus, please make sure to register for on-campus housing by April 30th, 2024.

### **What kind of on-campus housing can we expect?**

Since Higher Things' conferences are held on college campuses, on-campus housing is located in residence halls. Rooms are single occupancy and may have community restrooms.

### **What is the advantage of staying on campus?**

You'll be close to the conference and be able to integrate more into the groups and attendees on site! On-campus housing will also typically be less expensive for our budget conscious exhibitors..

### **Are background checks required to stay on campus?**

Yes. All registrants age 21+ must pass a national criminal background check by May 1, 2024. Individual sites may require additional measures to protect the safety of youth on their campuses.

### **Can I stay on campus before/after the conference?**

Yes. On-campus housing is available to stay in your assigned room one additional night before and/or after the conference (Monday and/or Friday night). There is a \$75/person fee for each additional day. Please make these arrangements when you register for the conference, or contact us at [exhibitors@higherthings.org](mailto:exhibitors@higherthings.org) if you are already registered.

### **What meals are covered in the optional meal plan?**

This includes all nine meals during the conference: Tuesday dinner through Friday lunch.

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## Advertising and Sponsorship

### **What opportunities do you have for advertising at the conferences?**

Higher Things offers multiple opportunities for sponsorship and advertising at conferences. Interested in multiple items? Let a team member know and we would be happy to put a package together for you!

#### ***Partnership Package:***

Partner with Higher Things and be listed as a sponsor of the 2024 conference season on our website, promotional materials, and at the conferences! You will receive exhibitor tables at each of the 2024 conferences (with meal plans and housing), a conference handbook ad, a T-Shirt Sponsorship (sleeve placement), and the opportunity to address each conference prior to a plenary session to advertise and talk about your organization.

#### ***Conference Handbook Ad:***

Our longest running sponsorship opportunity. Put your organization in front of each of our attendees with a single page, or two page spread. This is often brought home by our attendees as a souvenir which increases the ad reach past the event.

#### ***T-Shirt Sponsorship:***

Our iconic conference T-shirts are a constant of HT conferences, and this opportunity gives your organization the chance to be a part of it. Imagine 2000+ attendees with your logo on their backs, or their sleeves as they go out into the world! Sponsorships available for the back and each sleeve.

#### ***Adult Thank You Reception:***

Our group leaders and chaperones work hard throughout the year to get their kids to conferences. They fundraise and promote to make sure their kids are able to attend and hear the Gospel. These receptions are our opportunity to thank them for their commitment to their youth's faith, and to HT, and are typically attended by 100-300 people (depending on conference size). As a sponsor of these events you will get the opportunity to talk about your organization to a captive audience of the adult attendees and provide food. You'll be able to network with them one-on-one without the hustle and bustle of the exhibitor hall. This event will be listed in the conference book as sponsored by your organization

#### ***Entertainment Sponsorship:***

Like our t-shirts our entertainment events are some of the most talked about parts of HT conferences outside of the worship and catechesis. Ever wondered what a chant off, hymn rap-battle, or talent show looks like? Sponsor one and have your name on the event that the attendees go home and tell everyone about! This sponsorship comes with a 2' x 5' banner with your organization's logo in a prominent position.

### **When are conference handbook ads , complimentary ads, and other logos due?**

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Please have your ads submitted by May 15, 2024. This allows the proper time to finalize the conference handbook and get it printed for the conferences!

### How do I reserve an ad?

When registering through our registration software please select your sponsorship opportunities. If you have any questions about reserving an ad please contact us at [exhibitors@higherthings.org](mailto:exhibitors@higherthings.org).

### What are the specifications for the various ads?

**Pre-Plenary ad (Complimentary)**- PDF, PNG, JPG. Embedded Powerpoint Slide. 300DPI. 1920x1080 (Widescreen)

**Pre-Plenary Welcome Video (Complimentary)**- 1080P Resolution. MOV, MP4. Less than 45 Seconds.

**Conference Handbook ad**- 5.5" W x 8/5"H. PDF, PNG, JPG, AI (Adobe Illustrator), INDD (Adobe InDesign ).

Ads must include bleed. If bleed is not added Higher Things reserves the right to edit your organization's ad to make it printable (by adding spacing on each side. Fundamental design of the ad will not be edited). If submitting an Adobe file type all images and fonts must be embedded. Ads must be 300DPI or above to ensure print quality and image fidelity.

**Organization Logos**- PDF, PNG, JPG. Logos should have transparent backgrounds or be full vectors.

Need help? Higher Things would be happy to assist! Email us at [exhibitors@higherthings.org](mailto:exhibitors@higherthings.org)

### How do I submit my ads and videos?

Please submit your ads through the appropriate Basecamp task. You can also email them directly to [exhibitors@higherthings.org](mailto:exhibitors@higherthings.org). Please confirm receipt of the ad if emailing.

### Are there other advertising and sponsorship opportunities throughout the year?

Yes! Higher Things realizes the importance of continuing to develop recognition between our attendees and your organization so we are pleased to offer multiple affordable opportunities for you to sponsor! We've created an impressive content library with daily releases. Videos, podcasts, devotionals, and articles. We have sponsorship opportunities for all of them! Our YouTube channel alone has average over 300k views per year.

Check out our sponsorship opportunities on the 2024 rates sheet, and contact [exhibitors@higherthings.org](mailto:exhibitors@higherthings.org) for more information.

### Do you have any package deals?

We offer package consideration if your organization desires to purchase multiple of our sponsorship opportunities for a single calendar year. We would be happy to discuss package deals with your organization. We also offer pre-packaged deals that include our conference book ads and other opportunities. You'll find those in this packet. Please contact us at [exhibitors@higherthings.org](mailto:exhibitors@higherthings.org) to discuss a potential package that might fit your needs.

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## Important Dates

Date	Registration Event
November 15, 2024	<ul style="list-style-type: none"><li>Who Am I Exhibitor Registration Opens</li></ul>
April 15, 2024	<ul style="list-style-type: none"><li>Breakaway Submissions Due</li></ul>
May 1, 2024	<ul style="list-style-type: none"><li>Conference Book Ads Due</li><li>Pre-Plenary Ads and Welcome Videos Due</li><li>Sponsorship Logos Due</li></ul>
June 1, 2024	<ul style="list-style-type: none"><li>All Payments Due.</li></ul>

## SAMPLE CONFERENCE SCHEDULE

### Day 1

2:00 pm Opening Divine Service  
3:45 pm Announcements  
4:15 pm Plenary Session 1  
5:00 pm Dinner  
7:00 pm Evening Prayer  
7:30 pm Indiv. Confession & Absolution  
8:00 pm Breakaway Session A  
9:00 pm Free Time/Entertainment  
11:00 pm Compline  
12:00 am Lights Out

### Day 2

7:00 am Breakfast  
8:00 am Leaders' Meeting  
8:00 am Choir Rehearsal  
9:00 am Matins  
9:45 am Announcements  
10:15 am Plenary Session 2  
11:00 am Lunch  
1:00 pm Vespers  
1:45 pm Breakaway Session B  
2:45 pm Panel Discussion  
4:00 pm Breakaway Session C  
5:00 pm Dinner  
7:00 pm Evening Prayer  
7:30 pm Indiv. Confession & Absolution  
8:00 pm Breakaway Session D  
9:00 pm Free Time/Entertainment  
11:00 pm Compline  
12:00 am Lights Out

### Day 3

7:00 am Breakfast  
8:00 am Leaders' Meeting  
8:00 am Choir Rehearsal  
9:00 am Matins  
9:45 am Announcements  
10:15 am Plenary Session 3  
11:00 am Lunch  
1:00 pm Vespers  
1:45 pm Breakaway Session E  
2:30 pm Adult Thank You Reception  
4:00 pm Breakaway Session F  
5:00 pm Dinner  
7:00 pm Evening Prayer  
7:30 pm Indiv. Confession & Absolution  
8:00 pm Fireside Chats  
8:00 pm Free Time/Entertainment  
11:00 pm Compline  
12:00 am Lights Out

### Day 4

7:00 am Breakfast  
8:00 am Leaders' Meeting  
8:00 am Choir Rehearsal  
9:00 am Matins  
9:45 am Announcements  
10:15 am Plenary Session 4  
11:00 am Lunch  
1:00 pm Closing Divine Service

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## 2024 Conference Exhibitor Rates

Description	Price
Exhibitor Registration (Includes Table, Welcome Video, and Pre-Plenary ad)	\$350
On Campus Housing (Single Occupancy Room)	\$270
On Campus Meal Plan	\$150
Conference Sponsor Package (Three Available) (Inquire at <a href="mailto:exhibitors@higherthings.org">exhibitors@higherthings.org</a> )	\$15000
HT4YOU Adult Reception Sponsorship	\$5000
Attendee Name Tag Sponsorship	\$3000
Entertainment Event Sponsorship (Includes 2'x5'Banner)	\$500
Conference Book Ad - Full-page (5.5" W x 8.5" H)	\$600
Conference Book Ad - Full page, inside front cover or inside back cover (Two of Each Available)	\$900
Conference T-shirt Logo Single color design (Inquire at <a href="mailto:exhibitors@higherthings.org">exhibitors@higherthings.org</a> , given on first come-first serve basis)	\$7,000,-\$25,000



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## 2024 Conference Exhibitor Content Sponsorship Packages

HT Ad package - Full-page Conference Book Ad, 78 Video Short Ads	\$3,700
HT Ad package - Full-page Conference Book Ad, 117 Video Short Ads	\$4,900
HT Ad package - Full-page Conference Book Ad, 156 Video Short Ads	\$5,500
HT Ad package - Front or Back Cover Conference Book Ad, 72 Video Short Ads	\$4,000
HT Ad package - Front or Back Cover Conference Book Ad, 117 Video Short Ads	\$5,200
HT Ad package - Front or Back Cover Conference Book Ad, 156 Video Short Ads	\$5,900
Reflections Ad package - Full-page Conference Book Ad, One Reflection Book	\$800
Reflections Ad Package- Front or Back Cover Conference Book Ad, One Reflection Book	\$1000
<b>*Additional book purchases - \$100 Discount/book</b>	

\*Ten books of reflections published per year, coinciding with the one year lectionary calendar. Purchase of a Reflections ad package includes: Full Color print ads for color print and digital books and banner ads on the daily reflection emails. More information about specific books and periods available upon request.

Sponsors and all content subject to availability and approval by Higher Things. To reserve ad space or to submit your web-ready pdf, png, or jpg file (with bleeds), please email [exhibitors@higherthings.org](mailto:exhibitors@higherthings.org). Questions? Email us at [exhibitors@higherthings.org](mailto:exhibitors@higherthings.org) or call Patrick Sturdivant at (936) 524-1940.

